

Positive Alternatives 2017 - 18 Quarterly Update

Grantee (Name and city): New Beginnings Family Services, Red Wing

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Goal: To provide necessary services and referrals to pregnant and parenting women of Goodhue county and surrounding rural areas.

For the period/quarter: Oct.-Dec. 2017

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff. Attend required grant meetings. Hire new Client Advocate.		Guidance to grant staff is ongoing. We had staff turnover this quarter. Thankfully we were able to hire a new team member prior to the previous member leaving. There was a bit of a lag where training was required prior to the new member being able to serve clients directly, but it was minimal.	
Outreach	Community promotion of Positive Alternative programming Produce a series of social media ads in efforts to increase our capacity.		We are seeing a slight shift from word of mouth to social media, in terms of how new clients are finding us. This is evidence that our efforts are effective and the cost and time is justified. Word of mouth is still the primary means of "how did you hear about us" but the increase is still significant.	
Car Seat Program	Provide car seat education and car seat installation guidelines.	2	It has worked great to have the Public Health, certified car seat installer come to our location to train our clients and educate them on the instillation process. We are excited to see how this element continues to enhance our working relationship with our local Public Health office and their staff.	1

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Crib Distribution/ Sleep Safety Education	Provide education on sleep safety and instruction on properly using cribs safely.	10	Provided education on sleep safety and instruction on properly using cribs safely. We continue to see clients in transitional housing situation, and specifically shelter residents. The pack n' plays are ideal. One client shared how thankful she was to have a safe place for her newly mobile baby who had a tendency of "disappearing". Yikes!	4
Life-Skills Education Program	Provide education on financial planning and money management, meal planning, securing safe housing, and establishing healthy relationships	8	Money Management and Financial Planning are still an area of interest for our clients. We are encouraged by their faithfulness in participating weekly and committing to the process. One couple successfully navigated through a job loss and was able to avoid eviction until a new job was secured thanks to what they had learned, according to them.	4
Nutrition	Provide education on early prenatal care, use of folic acid, good nutrition, exercise, etc.	12	Most of the nutrition comments have been around what to eat and what not to eat while nursing. Concerns about how what the mother consumes impacts the nursing baby.	2
Parenting Education	Provide education on infant care, discipline, happy baby, child care resources, etc	25	We have found our extensive library of curriculum and resources is a great benefit to our clients who come in regularly with a variety of concerns and needs. Rarely are we unable to find a lesson that doesn't meet their specific needs.	60
Pregnancy Education	Provide education on childbirth education, smoking cessation, reducing/ eliminating alcohol and drug use.	12	Recreational drug use seemed to be a hot topic this past quarter. Being able to address the concerns of the parents on the impact of second hand smoke and exposure to the residue, odor, etc. Also being able to provide resources on acquiring help to quit.	31
Provide Necessary Services to all clients	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services.	12	Provided clients with information, referrals and assistance with securing pregnancy support services. We continue to find our younger clients are not as savvy working with other organizations and agencies. We have been working to create stronger relationships with those other organizations so it is easier to direct them to a direct contact.	11

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	Utilize resource database to provide information and make referrals.			
Provide Necessary Services Assessments Only	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	2	Provided clients with information, referrals and assistance with securing pregnancy support services. We continue to see clients who need pregnancy verifications to apply for MA. We have seen an increase in the number of clients who are coming from transitional housing situation and are not residing in our community for extended periods of time. We have made a point to make them aware of other centers throughout the state who might be able to offer similar services should they find themselves in their area.	17

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	1
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	2
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	5
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	4
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	4
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	6

Challenges:

The staff changes obviously served as a bit of a challenge. It was an unexpected departure of our previous employee, and things moved swiftly during the process. Thankfully we had two very qualified candidates apply immediately and we were able to make a great hire. The training process of the new team member was time consuming and created a shortage of client advocates available to see clients, for a brief period. We did have volunteers who were able to increase their time which helped lessen the impact. There always seems to be a lull between Thanksgiving through Christmas, so all things considered, the timing was ideal.

Comments:

Staffing changes create an opportunity to assess the effectiveness of our processes and reevaluate how and why things are done the way they are done. We were able to streamline some charting and client records processes and adjust our intake process. A fresh set of eyes and a new perspective yield great conversations and internal reviews.